

## DEPARTMENTS

- Home Feature** ..... Story highlighting one of the area's beautifully decorated homes
- New & Noteworthy** ..... New local businesses and other places
- Style Wise** ..... Focus on Wayne-area fashion, interior design and other businesses and what's hot
- First Person** ..... Profile of a local person of interest
- Mark Your Calendar** ..... A guide to cultural and community events
- Reaching Out** ..... The important work of area nonprofit organizations
- Social Scene** ..... Snapshots from fundraising events and parties
- Looking Back** ..... Images from days gone by
- On The Table** ..... Gourmet food, cooking and tabletop items with a seasonal theme
- Dining Out** ..... A new restaurant profiled in each issue along with a restaurant guide

## UPCOMING ISSUES

	In-Home Date*	Space & Copy Deadline	Camera Ready
<b>Spring</b>	March 1	January 13	January 20
<b>May</b>	May 3	March 16	March 23
<b>Back to School</b>	September 1	July 6	July 13
<b>Fall</b>	October 4	August 17	August 24
<b>Holiday</b>	November 15	September 28	October 5

\*Dates may vary depending on USPS delivery cycles.



## EDITORIAL FEATURES

### SPRING

Readers' Choice Awards 2012  
Top Wayne-Area Docs Offer Advice  
Baseball in the Area

#### Special Ad Section:

Landscape & Pool Design

### MAY

Great Back Yards  
Prom Fashions  
Area Adventure Clubs

#### Special Ad Section:

Best Restaurants

### BACK TO SCHOOL

Cheerleaders  
Back-to-School Fashions  
Meet the Principals

#### Special Ad Sections:

Doctor & Dentist Professional Profiles

### FALL

Kitchen Magic  
Soccer Season  
The Singles Scene

#### Special Section:

Kitchen Dealer Profiles

### HOLIDAY

Holiday Gift Guide  
Holiday Home Décor  
Planning a Holiday Party

#### Special Ad Section:

Holiday Shopping

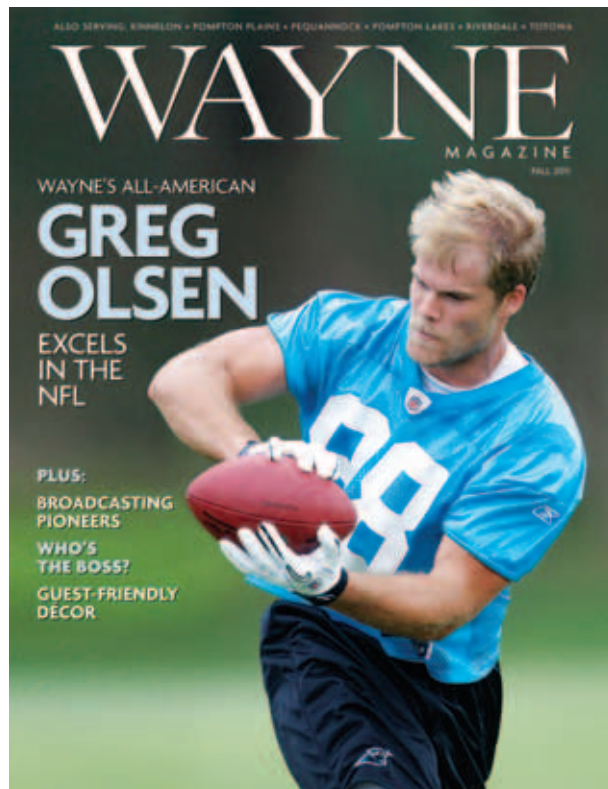
Wayne Magazine is direct-mailed, and carrier-delivered to affluent (\$100,000+ household income) homeowners in around the Wayne area, as well as to local businesses and physician offices.

DISTRIBUTION	
Residential mail	25,733
Business mail	748
Doctor and Dentist offices	403
<b>Total circulation</b>	<b>26,884</b>

#### CIRCULATION BY TOWN—RESIDENTIAL ONLY

Wayne	16,040
Kinnelon	3,498
Pompton Plains	3,736
Pequannock	406
Pompton Lakes	748
Riverdale	511
Totowa	794

**TOTAL: 25,733**





### STANDARD SIZES

	1x	3x	5x
Full page	\$2,105	\$1,980	\$1,795
2/3 page	1,580	1,485	1,350
1/2 page	1,240	1,175	1,060
1/3 page	895	845	760
1/4 page	695	655	590
1/6 page	505	475	425
1/12 page	300	280	250

### PREMIUM POSITIONS

Back cover.....	Add 25%
Inside front cover.....	Add 20%
Page 1.....	Add 15%
Inside back cover.....	Add 10%

All rates are gross

We welcome "camera-ready" advertising.  
Acceptable file types and methods of delivery are listed below.

*Camera-ready ads can be received up to 2 days after space deadline.*

## DELIVERY METHODS

### E-MAIL

magazines@northjersey.com

An FTP server is available for larger file uploads.

Please email magazines@northjersey.com for instructions.

### OTHER DELIVERY METHODS

CD-R • Zip Discs (100/250 mb) • AdSend (NJPAS) • AdTransit

### MAIL

North Jersey Media Group, Magazine Production

1 Garret Mountain Plaza, PO Box 471, Woodland Park, NJ 07424-0471

## AD SIZE DIMENSIONS

Full page	with bleed	8.5" x 11.125"
	trim size	8.375" x 10.875"
	type safety	7.875" x 10.355"
Full page	non-bleed	7.875" x 9.875"
2/3 page	vertical	4.833" x 9.875"
1/2 page	horizontal (non-bleed)	7.375" x 4.812"
1/2 page	horizontal (with bottom bleed only)	8.5" x 5.437"
1/2 page	vertical	3.562" x 9.875"
1/3 page	vertical	2.292" x 9.875"
1/3 page	square	4.833" x 4.812"
1/4 page		3.562" x 4.812"
1/6 page	vertical	2.292" x 4.812"
1/12 page	square	2.292" x 2.281"

## PRODUCTION REQUIREMENTS

### ACCEPTABLE FILE TYPES

**Adobe Acrobat® PDF** prepared as high-resolution with fonts embedded.

**Adobe Illustrator® 9.0** or lower. Convert type to outlines, export as Mac EPS file.

**QuarkXPress® 3.3** and higher. Include all fonts and artwork. Do NOT use "style" attributes to bold, italicize or otherwise alter a font. Select font variations from the actual font menu. Use PostScript fonts only. Do NOT use any non-standard Quark borders. Do NOT use Quark EPS files in your ad document.

**Adobe PhotoShop® 5.0** or lower. TIFF (Mac Byte Order) EPS (save EPS file with an 8-bit TIFF preview, with binary encoding selected in EPS preference dialog box. Leave other boxes unselected) JPEG or BMP

**Macromedia Freehand® 8.0** or lower. Convert type to paths and export as Mac EPS file.

All digital ad files should be accompanied by a matchprint proof.

**Compression** Stuffit files or files compatible with Stuffit Expander (i.e., ZipIt files). Compression files that are self extracting.

### UNACCEPTABLE FILE TYPES

JPG, DCS 1 or 2, or native files in Microsoft PowerPoint, Microsoft Publisher, Corel, PageMaker, or Word Perfect format. Microsoft Word documents may be used only to provide text content for an ad, and not as a format for a final file.

Web site images and logos are low-resolution and NOT acceptable.

### COLOR MODES, FONTS AND TRAPPING

**Process Color** Prepare all color content in CMYK mode. RGB and Lab colors are not accepted. Pantone (PMS) or other spot colors must be converted to CMYK, unless a fifth color has been ordered.

**Black & White** Images must be in grayscale or bitmap mode. Include all Fonts. Provide all PostScript fonts (suitcases and printer fonts) used in the file. Do NOT use TrueType, Multiple Master, or OpenType fonts.

**Trapping** is the responsibility of the advertising agency or designer.

### GRAPHICS/IMAGES RESOLUTION

Supply images in one of these formats: TIFF, Macintosh EPS files or JPEG, minimum 300 ppi (pixels per inch).

**Bitmapped images** Minimum resolution 1200 ppi.

**Image size** must be 100% of the size it will print. Images cannot be enlarged without loss of quality.